

80. (Currently Amended) The method as defined in claim 101, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

selecting ads from a storage based on a particular television program being received by the receiver of that buyer entity to display those ads in a predetermined sequence.

81. (Currently Amended) The method as defined in claim 101, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

selecting a sequence of ads to be displayed at a receiver based on a particular television program being received by a receiver of the buyer entity and on the scores of that buyer entity.

82. (Currently Amended) The method as defined in claim 101, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a particular television program being received by a receiver of the buyer entity.

83. (Currently Amended) The method as defined in claim 101, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a password entered from a receiver of the buyer entity.

84. (Currently Amended) The method as defined in claim 401, further comprising categorizing of purchases listed from a plurality of independent third parties in the proof of purchase records based on a set of categories;

calculating at least one score for a buyer entity based on the amount purchased in one or more selected categories; and

determining an incentive for viewing a television advertisement based on a predetermined response received from the receiver of the buyer entity and at least one score of the buyer entity.